

VOGUE CAFE

# LOGO GUIDELINES

VOGUE  
*café*

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# Vogue

## New Colours

for Knitted  
Sweaters

highish  
neck  
waist  
length

Navy blue jacket  
and bright green  
skirt

Note the new high low neck

Stripes →

The new high low  
neck line given &  
a striped jersey  
scarf. the peak  
jersey cap to mate

LONDON FASHIONS  
MARCH 30 1932 (7)  
ONE SHILLING  
THE CONDÉ NAST PUBLICATIONS LTD

# 1. VOGUE Café Logo

## 1.1 Primary Logo

The primary logo should be used as the main brand identity whenever possible. Please refer to the colour palette section for correct colour usage.



*Use only the original logo artwork provided in the electronic addenda.*

## 2. VOGUE Café Logo

### 2.1 One Colour Logo

If a one colour logo needs to be used, it should always be in the chosen VOGUE Café Pantone gold or a gold foil printing technique.



### 2.2 Black Logo

The one colour black logo should be used in cases where the chosen VOGUE Café Pantone gold or a gold foil printing technique cannot be used.



*Use only the original logo artwork provided in the electronic addenda.*

## 2. VOGUE Café Logo

### 2.3 Full Colour Reversed Logos

Full colour reversed out logos on the chosen VOGUE Café Pantone gold and black.



*Use only the original logo artwork provided in the electronic addenda.*

## 2. VOGUE Café Logo

### 2.4 One Colour Reversed Logos

One colour reversed out logos on the chosen VOGUE Café Pantone gold and black.



*Use only the original logo artwork provided in the electronic addenda.*



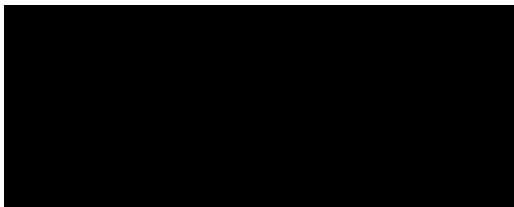




### 3. VOGUE Café Colour Palette

#### 3.1 'Classical Glam' Colour Palette

The primary colour palette is a timeless, classic black and a luxurious, glamorous gold.



#### **PANTONE Black C**

C0 M0 Y0 K100

R0 G0 B0



#### **PANTONE Gold 872 C**

C20 M30 Y70 K15

R190 G159 B86



## 4. VOGUE Café Logo Usage

Please use only the original artwork supplied by Condé Nast International Restaurants. Do not manipulate the logo in any way.

### 4.1 Do not add the city name



### 4.2 Do not distort or angle



### 4.3 Only use colours from the primary colour palette



## 5. VOGUE Café Logo Spacing & Minimum Size

### 5.1 Logo Spacing

There should always be a minimum empty space of a 'V' around the logo.



### 5.2 Minimum Size

The minimum size that the logo can be reduced to on any communication is 21mm x 32.5mm





## 6. VOGUE Café Typography

### 6.1 Helvetica Neue

Helvetica Neue should always be used for body copy text and may be used for headings.

Aa

Helvetica Neue Light

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz1234567890

Aa

Helvetica Neue Regular

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz1234567890

Aa

Helvetica Neue Medium

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz1234567890

*Helvetica Neue can be purchased from the following site:*

*<http://www.myfonts.com/fonts/linotype/neue-helvetica>*



## 6. VOGUE Café Typography

### 6.2 Mrs Eaves

Mrs Eaves should be used for headings and sub-headings.

It should never be used for body copy.

Aa

Mrs Eaves Roman

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz1234567890

Aa

Mrs Eaves Bold

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz1234567890

*Mrs Eaves can be purchased from the following site:*

*<http://www.myfonts.com/fonts/emigre/mrs-eaves-ot>*

## 6. VOGUE Café Typography

### 6.3 Mathilde

This is a handwritten style of font. It is only to be used for quotations denoting speech.



Mathilde Regular

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz

*Mathilde can be downloaded for free from the following site:*

*<http://www.dafont.com/mathilde.font>*

“If you want to be  
irreplaceable you have to  
be different.”

- Coco Chanel



## 7. Contact Information

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“You can either  
be a work of art  
or wear one.”

- Oscar Wilde

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